

**DEPARTMENT OF DEFENSE (DoD)
Thomas Jefferson Awards Program**



STANDARD OPERATING PROCEDURE

2014

(COMPETITION YEAR)

**DEPARTMENT OF DEFENSE
THOMAS JEFFERSON AWARDS PROGRAM
2014 STANDARD OPERATING PROCEDURE**

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I. Introduction

- A. The Thomas Jefferson (TJ) Awards Program recognizes military and civilian employee communication professionals for outstanding achievement in furthering the objectives of the Department of Defense communication programs. It operates under the aegis of the Office of the Assistant to the Secretary of Defense for Public Affairs. The program is named after Thomas Jefferson, the nation's third president and author of the Declaration of Independence. Jefferson appreciated the importance of news and the free flow of information to the proper functioning of government and society.

- B. Milestones:
 - 1. **2014**
December 31 Program year ends

 - 2. **2015**
 - January 30 DINFOS selects judges
 - March 13 Deadline for submission of service entries
 - April 7-9 Entries judged
 - April 17 DINFOS announces winners
 - May 15 DoD Communicators of Excellence Awards Ceremony
 - May/June Conduct AAR for all COE Award programs

II. . Eligibility

- A. Military units, military personnel, and civilian employees of the Department of Defense (DoD) and of the military Services regulated by DoD Instruction 5120.4 are eligible to submit entries through their respective Services and the Defense Media Activity (DMA), as applicable. This includes the U.S. Coast Guard, National Guard, Reserve and DoD organizations.

- B. Military and civilian staff members of Service Commands, Combatant Commands, Defense Agencies, Activities (other than DMA) and Joint Task Forces will enter categories through their respective Service’s competition. Military and civilian staff members that fall under DMA will enter through the DMA Excellence in Journalism Awards Program.

- C. Personnel assigned to the Stars and Stripes newspapers are not eligible to participate.

- D. Government contractor employees are not authorized to compete in any individual category.

- E. Products produced with the assistance of government contractor employees are eligible for the print and broadcast unit categories. However, contractor employees will not be recognized individually for their contributions.

- F. The following products are not eligible for the program: civilian enterprise guides and directories, yearbooks, cruise books, publications and productions funded by non-appropriated funds, and educational and training films.

- G. Services and DMA must ensure entries meet eligibility criteria, and DoD and Service issuances (publications entered in any Journalism categories must conform to DoDI 5120.4 - Department of Defense Newspapers, Magazines and Civilian Enterprise Publications). The parent military Service and DMA will resolve discrepancies concerning eligibility.

- H. Entries for competition year 2014 must have been produced between January 1, 2014, and December 31, 2014. The Services and DMA must submit their entries as single packages that must be received at DINFOS by March 13, 2015.

III. Entries

- A. Entries must be distributed products released, published, posted and/or broadcast in one or more communication means available for public consumption.
- B. All entries must contribute to the DoD communication objectives and meet the highest standards of production, execution and professional excellence. Products must convey, by content and delivery, relevant information that helps DoD personnel and families succeed in their jobs and missions.
- C. No individual may enter the TJ competition directly. Entries are the first-place winners from DMA's and each Service's respective competition:
1. Army – Maj. Gen. Keith L. Ware Awards
 2. Navy – Russell Egnor Navy Media Awards
 3. Air Force – Air Force Media Contest
 4. Marine Corps – USMC Office of Marine Corps Communication Visual Information and Excellence in Communication Awards
 5. Coast Guard – Chief Journalist Alex Haley Awards
 6. Defense Media Activity – DMA Media Awards Program.
- D. The Services and DMA may submit only one entry per category.
- E. No single product may be entered in more than one category, except when entered in an individual category and as part of a portfolio (e.g., DoD Military Journalist of the Year). Entry into the TJ Awards Program does not preclude entrants from submitting their products in other Civilian or DoD competitions, where allowed.
- F. The official TJ entry application must be used by DMA and Service POCs to enter their respective first-place winners into the DoD-level TJ Awards competition. DMA and Service POCs will determine the forms and procedures required for their own competitions. The TJ entry application must be filled out completely. Entries without properly completed forms will not be accepted. See Attachment 3. Service and DMA points of contact will receive a user name, password and the URL of the application where the online form resides. After logging in, POCs or authorized users representing them can view, edit or create new contestant entries. POCs will be limited to one submission per category.
1. Instructions for completing the TJ Entry Application are included in the Entry Format located at Attachment 3. Make sure all required blanks in the entry are completed.
 - a. **Type of awards:**
 - 1) **Individual** awards are for products created by a single person doing the majority of the work. The TJ Awards Program judges recognize that individuals do not always produce, write, edit and publish alone. However, the individual award categories will be for a single contributor.
 - 2) **Unit** awards are for products created by one person or multiple people with a Primary and up to five Significant Contributors. The TJ Awards Program judges recognize that individuals sometimes produce, write, edit, and publish alone.

- b. **Air Date (broadcast entries):** The air date is the first date that the product was broadcast, streamed, cablecast or otherwise posted to an audience. List at least the month and year of airing.
- c. **Location:** For broadcast entries, list the location of the station that first aired the product to an audience. Include the station name and location (e.g., AFN Wurzburg, Wurzburg, Germany). If the program aired on a military Web page, provide the Web address. For broadcast and print entries, list the Unit/Duty Station exactly as it should appear on the unit's plaque and/or certificate. DINFOS will no longer call for clarification or make changes after said plaques/certificates have been printed.

2. **Journalism categories:** Entries in all categories that require a document must be in PDF format, uploaded via the online entry under "Contest Files and Files already submitted."

- a. Hard-copy versions of entries are not accepted. Entries in categories G through M can be PDF files of the page on which they were published or posted, or with just the URL submitted of where they are stored or maintained. Exceptions will only be considered due to technical issues and must be coordinated with and approved by a TJ Coordinator prior to submission.
- b. PDF versions must be identical to the original products, with no further editing or embellishments applied after initial posting or publication.

G. **Broadcast Media categories:** The Services and DMA will submit only one product for each category except O, P and Q.

- a. **Air Date (broadcast entries):** The air date is the first date that the product was broadcast, streamed, cablecast or otherwise posted to an audience. List at least the month and year of airing.
- b. **Location:** For broadcast entries, list the location of the station that first aired the product to an audience. Include the station name and location (e.g., AFN Wurzburg, Wurzburg, Germany). If the program aired on a military Web page, provide the Web address. For broadcast and print entries, list the Unit/Duty Station exactly as it should appear on the unit's plaque and/or certificate. DINFOS will no longer call for clarification or make changes after said plaques/certificates have been printed.

H. By entering the TJ competition, entrants understand that they open themselves and their work up to professional critique.

IV. Categories and Entry Specifications

A. Journalism Categories

Category A: Civilian Enterprise (CE) News Publication (Unit Category)

Category B: Funded News Publication (Unit Category)

- 1. For the 2014 competition year, enter only one issue. There is no mandatory issue date. Electronic versions must be entered via the entry application in the section titled "Contest Files and Files Already Submitted" as PDF files.
- 2. These categories must be entered as a unit entry.

Category C: Digital Publication (Unit Category)

- 1. Entries will be judged as they exist the day of judging (April 7, 2015).

2. Must be an issue or edition such as newsletter, magazine or newspaper designed natively for the Web.
3. This category must be entered as a unit entry.
4. This entry must display transmedia properties (i.e., hyperlinks, embedded video, 3D imagery, slideshow) and be built on HTML 5, iFrames or some other mobile enabled platform.

Category D: Outstanding Flagship Product (Unit Category) This award recognizes the overall excellence of the flagship product at the military department level.

1. Entries will be judged as they exist the day of judging (April 7, 2015).
2. Digital versions may be entered via the entry application as PDF files.
3. Entries can also be provided via a mobile application, if appropriate items (i.e. tablet) are made available for judges to view the magazine application.

Category E: Outstanding Flagship Website (Unit Category) This award recognizes the overall excellence of the official Websites of the military departments. It includes all the digital platforms that are used to achieve Service-level communication objectives.

1. Content for the publication must be provided by DoD PA practitioners with overall management of the site(s)/publication(s) and release authority residing within the Service or DMA.
2. The sites must comply with DoD, DMA and Service information, security review, and Web instructions and regulations.
3. The sites must have been in existence for a minimum of three months during the program year and must be updated on a regular schedule (e.g., daily, weekly, etc.).
4. The site will be judged as it exists on the date the judging takes place (April 7, 2015).
5. The Services must provide the publication URLs and any necessary logon information.
6. Entries must include the flagship product and two other digital communication media used to achieve Service-level communication objectives.
7. Entries must include an explanation of how they accomplished local installation strategic objectives, to include the analysis of what was achieved. Ideally, entries must include short- and long-term objectives, target audiences or communities and, if applicable, how transmedia storytelling was used.

Category F: Website/Blog (Unit Category) An organizational Internet site or Web blog, hosted on a DoD-authorized domain designed to communicate Service/DoD themes, messages and other relevant information to online audiences.

1. Content for the Website/blog must be provided by DoD PA practitioners with overall management of the site and release authority residing within the organization.
2. The Website/blog must conform to DoD, DMA and Service internal information, security review, and Web instructions and regulations.
3. The Website/blog will be judged as it exists on the date the judging takes place (April 7, 2015). The Website/blog in its entirety is being judged (i.e. appearance, functionality and historical content throughout the year).

4. Units must provide the Website/blog URL and any necessary logon information.
5. Entries must include an explanation of how the Website/blog accomplished local installation strategic objectives. Ideally, entries must include short and long-term objectives, target audiences or communities, and, if applicable, how the Social media effort merges with traditional media outreach.
6. Entries must represent official command or unit content. Personal blogs are ineligible.

Category G: Outstanding Digital Presence (Unit Category) This award recognizes the overall excellence of the official social media presence of military units. It includes all the digital platforms that are used to achieve unit-level communication/objectives.

1. Content for the publication must be provided by DoD PA practitioners with overall management of the site(s)/publication(s) and release authority residing within the Service or DMA.
2. The sites must conform to DoD, DMA and Service information, security review, and Web instructions and regulations.
3. The sites must have been in existence for a minimum of three months during the program year and must be updated on a regular schedule (for example, daily, weekly).
4. The site will be judged as it exists on the date the judging takes place. If the URLs are not workable, DINFOS reserves the right to disqualify the entry.
 - a. The Services must provide the site URLs and any necessary logon information.
 - b. Must include a minimum of two digital communication platforms used to achieve unit communication objectives.
 - c. Entries must include an explanation of how the platforms accomplished local installation strategic objectives, to include the analysis of what was achieved. Ideally, entries must include short and long-term objectives, target audiences or communities, and, if applicable, how multimedia storytelling was used.

Category H: Outstanding Communication Campaign (Unit Category) This award recognizes the overall excellence of a specific official communication campaign of a military unit. It includes all the digital platforms that are used to achieve unit-level communication objectives.

1. Entries must include a two-page documentation package composed of:
 - a. A background paper that identifies the campaign's communication objective(s); target audience; summarizes actions taken to meet campaign objectives; and summarizes the campaign results. Papers must also include information on any other campaigns run in coordination with other organizations or broadcast stations, such as those run by the installation PAO. The campaign start date, and, if applicable, the end date, must be included. An example is provided as Attachment 1.
 - b. A products and air history sheet that includes both a list of the elements produced (spots, news stories, special programs) and a brief history summary. It may continue onto a second page if necessary. An example is provided at Attachment 2.
2. At least half of the campaign must have taken place during the program year, though it may have started or ended during another year.

3. Content for the sites must be provided by DoD PA practitioners with overall management of the sites and release authority residing within the Service or DMA.
4. The sites must conform to DoD, DMA and Service information, security review, and Web instructions and regulations.
5. The sites must have been in existence for a minimum of three months during the program year and must be updated on a regular schedule (e.g., daily, weekly).
6. The sites will be judged as they exist on the day of judging (April 7, 2015). If the URLs are not workable, DINFOS reserves the right to disqualify the entry.
 - a. The Services must provide the site URLs and any necessary logon information.
 - b. Must include a minimum of two digital communication platforms used to achieve unit communication objectives.
 - c. Entries must include an explanation of how the platforms accomplished local installation strategic objectives, to include the analysis of what was achieved. Ideally, entries must include short- and long-term objectives, target audiences or communities, and, if applicable, how multimedia storytelling was used.

Category I: News Article (Individual Category) News article entries must be a news or sports story with a clear news peg, a bridge to the body of the story and a body in descending order of importance. It must answer, at a minimum, the “who, what, where and when” of the news peg. DINFOS reserves the right to disqualify any entry not meeting above criteria.

Category J: Feature Article (Individual Category) Feature article entries must have a focus that is maintained and supported in the lead, nut graph, body and conclusion. They can be sports features, human interest features or personality features. DINFOS reserves the right to disqualify any entry not meeting above criteria.

Category K: Commentary (Individual Category) Commentaries are articles that convey the writer’s opinion on a topic, while editorials convey command position, as specified in DoDI 5120.4. Therefore, articles written by commanders or those in a leadership position are ineligible to compete in this category. DINFOS reserves the right to disqualify any entry not meeting above criteria.

Category L: Series (Individual Category)

1. Entries must include two or more feature articles dealing with a common theme. The articles must have been clearly identified in the original publication as parts of a series that appeared sequentially in two or more issues of the publication.
2. Entries must follow all other specifications as entries to categories I, J and K above.

Category M: Photojournalism (Individual Category)

1. Entries must include two or more photographs with captions and a story. All elements will be judged. No elements may be entered in any other category.
2. Entries in this category must be the work of an individual.

Category N: News Photo (Individual Category)

1. Entry must be a stand-alone photo with a caption explaining the news peg.
2. Entries in this category must be the work of an individual.

Category O: Feature Photo (Individual Category)

1. Entry must be a stand-alone photo with a caption.
2. Entries in this category must be the work of an individual.

Category P: Outstanding New Journalist (Individual Category) This award recognizes uniformed personnel working in the public affairs community for less than two years.

Category Q: Department of Defense Military Journalist of the Year (Individual Category) This award recognizes the military journalist who exemplifies the highest standards of DoD communication as shown by writing across a spectrum of categories.

Category R: Department of Defense Civilian Journalist of the Year (Individual Category) This award recognizes the DoD civilian journalist who exemplifies the highest standards of DoD communication as shown by writing across a spectrum of categories.

The following instructions apply to Categories P, Q and R:

1. The Services and DMA may nominate one candidate per category.
2. Only individuals may be entered in this category.
3. A letter of nomination must accompany each entry. Letters must include a paragraph justifying the nomination, with a one-page official biography of the individual and an official digital photograph of the entrant for the Department of Defense Communicators of Excellence Awards Ceremony. Category P must also include a written certification by the Service of the nominee's eligibility based on time within the career field. These documents can be uploaded through the entry form. Check accuracy and spelling of name and unit on form. DINFOS will no longer call for clarification or make changes after said plaques/certificates and biographies have been printed.
4. Entries must include PDFs of five writing examples by the same individual. Entries must include at least one example from three of the four individual writing categories (I, J, K and L). For example, two features, two news articles and a commentary. DINFOS reserves the right to disqualify if all criteria have not been met.
5. Submit a certificate of authenticity from the responsible Public Affairs Officer (PAO) for articles that were published without a byline.

B. Broadcast Media Categories

Category A: Audio Entertainment Program (Individual Category)

1. Entry must be a disc jockey program.
2. Entry may be a special or a regularly scheduled program.
3. Entry must be telescoped to the disc jockey's voice and only those elements that are unique to the program (air-check), eliminating pre-produced spots and non-local elements.

4. Entry must be 15 minutes or less in total length.

Category B: Audio Spot Production (Individual Category) This award recognizes an individual's ability to communicate an effective news spot within the allocated time.

1. Entries must be 30 or 60 seconds in length.
2. The target audience must be identified.

Category C: Audio News Report (Individual Category)

1. Story must be event-/mission-oriented. It would place at or near the top of the newscast.
2. Story lead-ins/tags must be typed on a separate sheet of paper and submitted as a PDF document along with the entry.
3. If the lead-ins/tags are on a separate sheet, write the category, title and name of the contributor on the sheet.
4. Do not include the anchor's lead-in/tag on the medium with the story.

Category D: Audio Feature Report (Individual Category)

1. Story must be 5 minutes or less in length.
2. Story lead-ins/tags (if used) must be typed on a separate sheet of paper and submitted as a PDF document along with the entry.
3. If the lead-ins/tags are on a separate sheet, write the category, title and name of the contributor on the sheet.
4. Do not include the anchor's lead-in/tag on the media with the story.

Category E: Audio Series (Individual Category)

1. Entries must include two or more audio news/features dealing with a common theme. The entry must have been clearly identified in the original broadcast as parts of a series.
2. Entries must follow all other specifications as entries to categories B and C above.

Category F: Audio Newscast (Unit Category)

1. Must be targeted toward a local audience.
2. Must contain two or more elements
3. Newscast must be a minimum of 2 minutes in length.
4. Telescope out all non-news elements and products not provided by a military source.

Category G: Audio Information Program (Unit Category)

1. This category includes Commanders'/Captains' Calls, magazine programs and documentaries or features of 5 minutes or greater in length.
2. Commanders'/Captains' Calls and magazine programs must be limited to 15 minutes or less, representative of the program in its entirety. For example, a Commander's Call program must be telescoped to include the best

contiguous elements from the host, main speaker and callers. A year-end magazine program must be telescoped to include the open, anchor leads/tags and close. Documentary and feature pieces must be limited to 30 minutes or less.

3. Telescope out all products not provided by a military source.

Category H: Video Information Program (Unit Category) This category includes Commanders'/Captains' Calls, magazine programs and documentaries or features of 5 minutes or greater in length.

1. Commanders'/Captains' Calls and magazine programs must be limited to 15 minutes or less, representative of the program in its entirety. For example, a Commander's Call program must be telescoped to include the best contiguous elements from the host, main speaker and callers.
2. A year-end program must be telescoped to include the open, anchor leads/tags and close.
3. Documentary and feature pieces must be limited to 30 minutes or less.
4. Telescope out all products not provided by a military source.

Category I: Video Spot Production (Individual Category)

1. Entries must be one spot (30 or 60 seconds in length).
2. The target audience must be identified.

Category J: Video News Report (Individual Category)

1. Entries must be a news story, event-/mission-oriented, and would be significant enough to place at or near the top of a newscast.
2. Do not send as a packaged news brief with anchor lead.
3. Story lead-ins/tags must be submitted as a PDF document along with the entry. Include a minimal slate with the following information: the category, title, and name of the contributor.
4. If story font information is not on the entry, include it on the lead-in/tag sheet.

Category K: Video Feature Report (Individual Category)

1. Stories must be 5 minutes or less in length.
2. Do not include the anchor's studio story lead-in/tag.
3. Story lead-ins/tags must be submitted as a PDF document along with the entry. Include a minimal slate with the following information: the category, title, and name of the contributor.
4. If story font information is not on the entry, include it on the lead-in/tag sheet.

Category L: Video Series (Individual Category)

1. Entries must include two or more video news/features dealing with a common theme. The entry must have been clearly identified in the original broadcast as part of a series.

Category M: Local Video Newscast (Unit Category)

1. Must be targeted toward a local audience.

2. Must contain a minimum of three news elements
3. Newscast must be at least 2 minutes in length.
4. Telescope out all non-news elements and products not provided by a military source.

Category N: Outstanding Flagship Video Program (Unit Category) This award recognizes the overall excellence of the flagship video programs at the DoD and military department level.

1. Use of commercial/contract production facilities is allowed as long as the military organization is responsible for 100 percent of the content and structure.
2. Entries must consist of two programs that were aired anytime during the program year.

Category O: Outstanding New Broadcaster (Individual Category) This award recognizes uniformed personnel working in broadcasting for less than two years certified in writing by a Public Affairs professional from the submitting Service and included with the submission.

Category P: Department of Defense Military Broadcaster of the Year (Individual Category) This award recognizes the military broadcaster whose products represent the highest standards of DoD broadcast journalism while communicating command information to various publics.

Category Q: Department of Defense Civilian Broadcaster of the Year (Individual Category) This award recognizes the DoD civilian broadcaster whose products represent the highest standards of DoD broadcast journalism while communicating command information to various publics.

The following instructions apply to Categories O, P and Q:

1. Services and DMA may enter one candidate working in a broadcasting position into these categories.
2. Entries for those candidates must have been produced and broadcast during the program year.
 - a. The broadcast date is the first day the product aired.
 - b. A letter of nomination must accompany each entry. Nominations must include an official biography of the individual and an official photo to be used in a program printed for the Department of Defense Communicators of Excellence Awards Ceremony. Category O must also include a written certification by the Service of the nominee's eligibility to compete based on time within the career field. These documents can be uploaded with the entry form.
 - c. Entrants assigned to full-service outlets may enter audio and video products.
 - d. Total time for entries must be 15 minutes or less.
 - e. Entries must include assorted products reflecting writing, directorial and production skills. Include all final scripts used in developing entries.
 - f. Entries must include a run sheet indicating the nominee's name, duty (e.g., writer, producer, reporter), run time, first airdate and location aired.

V. Packaging of Entries

A. Broadcast guidelines:

1. Each Service and DMA must submit its entries via the online entry forms by March 13, 2015, for the 2014

calendar year competition.

2. Each Service and DMA must include a transmittal letter with its submission. The letter must list each category and indicate the title of the entry for that category, the run time, and the organization that entered it. Services and DMA must write “no entry” next to any category for which they do not submit an entry. The transmittal letter must also identify the name, phone number and email address of the broadcast service or the DMA point of contact.
3. Services and DMA POCs must complete one copy of the TJ online entry form per entry. They also will ensure that upload of any additional paperwork for each entry submitted (i.e., font information and story leads) is included with the entry forms for that submission.

B. General broadcast guidelines:

1. Each media must also include an audio slug (radio) or video slate (TV). The following information must be included on the labels and slugs/slates:
 - a. Entry category
 - b. Entry title
 - c. Run time
 - d. Submitting organization
 - e. Primary contributor
 - f. Lead and font information on video slates as required by category
2. Audio media need only include the title, organization and run time.
3. All category O, P and Q entry products must be included in one file or separate files using the file naming convention below. If one file, include an initial slug/slate only; do not slug/slate between products on the media.
4. Music segments must be telescoped to 10 seconds or less.
5. Non-AFRTS production facilities that use commercial music must conform to U.S. copyright laws. This includes written approval from the artist, music license agency, musicians’ union, and record company and synchronization rights. Submitting an entry constitutes acknowledgement of and compliance with these requirements.

C. File naming convention

1. All files submitted for judging will be named based on the following format:
 - a. “J” or “B” (for Journalism or Broadcasting),
 - b. CAT_ underscore followed by the letter corresponding to the category, then underscore
 - 1) The three- or four-letter abbreviation for the submitting agency or branch of Service (USN, USA, USMC, USAF, USCG or DMA)
 - 2) If more than one file is submitted for a category, include “_Entry1,” “_Entry2,”
 - c. Examples: BCAT_N_USAF.mp4, JCAT_P_USN_Entry1.pdf, BCAT_Q_DMA.mp3

D. Audio Entries

1. Digital media files must be MP3 (not less than 128 kbps).
2. Each file must have, in the following order: audio slug (see Paragraph V.B.1.), 2 seconds of silence and the entry.
3. There must be 3 seconds of silence between each audio product for Categories O, P and Q. Do not include any further slugs between examples.

E. Video Entries

1. All broadcast entries must be uploaded using the online form provided by the Defense Information School on the TJ Web site when the competition submission is open or you may send a disk to the competitions coordinator if you have problems uploading to the site. Please contact the DINFOS Competitions Coordinator for current information. Commercial: 301-677-4364; DSN: 622-4364; Email: dma.meade.dinfos.list.competitions-coordinator@mail.mil.
2. Video entries must have mixed audio tracks.
3. The preferred file format is H.264, MPEG 4. Video files can be Standard Definition (SD) or High Definition (HD). SD widescreen or standard. HD cannot exceed 1280 x 720. Please contact the DINFOS Competitions Coordinator for work-around if necessary.
4. Each file must have the following elements in order:
 - a. A slate (5 seconds per page)
 - b. 2 seconds of black
 - c. The entry
5. There must be 3 seconds of silence between each video product for Categories O, P and Q. Do not include slates.
6. Video News Report and Video Feature Report (Categories J and K) entries must be “as aired” copies that include downstream fonts and graphics when possible.

VI. Judging

- A. The Services and DMA will judge their own entries and select the best entry in each category for submission to the TJ program.
- B. The Services and DMA must complete entries for the TJ Awards Program using the online entry application. A sample with instructions for each field is at Attachment 3. Backup copies of the media are not required but may be sent to: Competitions Coordinator, Thomas Jefferson Awards Program, Defense Information School, 6500 Mapes Road, Suite 5620, Fort Meade, MD 20755-5620. Please specify Journalism or Broadcast Media. TJ entries to the competition can be uploaded through the online entry application. Contact the DINFOS Competition Coordinator at: dma.meade.dinfos.list.competitions-coordinator@mail.mil for any problems or questions.
- C. DINFOS will select three to six Journalism judges, and three Broadcast judges for the TJ Awards Program. Non-DOD industry professionals, both freelance and from local and national media organizations, will be recruited to conduct judging. Selection criteria for judges will be based on their professional experience in the communication/media field, with at least one of the judging panel members having a background in or experience with the military. Judges’ decisions are final.

- D. All entries will be judged on professional excellence, originality, and support of DoD communication themes and objectives.

VII. Awards

- A. Awards may be made in 18 Journalism and 17 Broadcast categories.
- B. No award will be made if the judges deem that no entry meets program standards.
- C. There are two types of awards: individual and unit.
 - 1. **Individual** winners will receive plaques and certificates of achievement. Winners of the Military and Civilian Journalist of the Year, Categories Q and R, and the Military and Civilian Broadcaster of the Year, Categories P and Q, will each receive a bust of Thomas Jefferson with an engraved name plate.
 - 2. **Unit** awards are used to recognize a production effort involving one or more contributors. A plaque will be awarded to the unit that wins a category. Certificates of Achievement will be awarded to up to six eligible individual contributors (one primary and up to five significant contributors).
- D. DINFOS will notify each Service's Public Affairs Chief and DMA of the first-place winners in each category, with the understanding that they will, in turn, notify the chain of command for those winners named. After four days, DINFOS will then post the winners on the DINFOS Website (www.dinfos.dma.mil).
- E. DINFOS will present the awards to the Department of Defense Military and Civilian Journalists and Broadcasters of the Year along with all first place winners at the Department of Defense Communicators of Excellence Awards Ceremony, on May 15, 2015. The ceremony will be held at the Defense Information School, Fort George G. Meade, Md.
- F. DINFOS intends to sponsor the attendance of the Military and Civilian Journalists and Broadcasters of the Year to include TDY costs subject to funding availability. The ceremony will also include presentations to the winners of the Visual Information Awards Program and the DoD Visual Information Production Awards.

VIII. After-Action Review

DINFOS will:

- A. Prepare all certificates, plaques and Thomas Jefferson busts and forward those not presented at the Communicators of Excellence Awards ceremony to the individuals' Service POCs for distribution.
- B. Capture judges' comments during the judging event to share with service POCs. Those who would like a copy of the judges' comments, if any, regarding their entries may request them from their Service POC.
- C. Host a meeting of all Service and DMA POCs to review and update, as necessary, this document.

BACKGROUND PAPER

CATEGORY H: OUTSTANDING COMMUNICATION CAMPAIGN (Unit Award)

(Name of Digital Communication Campaign) (Submitting Unit)

CAMPAIGN REQUESTER: (Who requested service?) **EXAMPLE:**
Commander, 11th Civil Engineering Squadron, Bolling AFB, DC

CAMPAIGN OBJECTIVE: (What did the customer hope to accomplish? Include any pertinent initial benchmark statistics.)

EXAMPLE:

Objective 1: Reduce numbers of phone calls from community on construction projects. (Current 50 calls/day)

Objective 2: Reduce complaints on outdated facilities scheduled for construction. (Current 20/day) Objective 3: Prevent injuries in the construction areas.

TARGET AUDIENCE: (Who did customer wish to reach? List primary and secondary audiences, if appropriate.)

EXAMPLE:

Objectives 1 & 2: Child Care Center -- Military member and/or spouse with children; Dormitory reconstruction -- Enlisted members living in, or on waiting list for dormitory quarters.

Objective 3: Primary: Children and adults living/working in/around construction areas. Secondary: All community members.

SUMMARY OF ACTIONS TAKEN: (Brief chronology of campaign from initial request to end of campaign -- if campaign is finished. Include coordination with other organizations in supporting the campaign, such as the local Public Affairs representative. On-going campaigns must have started during the program year.)

CAMPAIGN RESULTS: (Summary of what goals were achieved--how successful the campaign was. Include any changes to initial benchmark statistics pertaining to each objective, survey results, or customer feedback.)

Thomas Jefferson Awards Official Entry Form for 2014

In previous years, the TJ Awards program provided an official entry form that needed to be manually filled out and submitted. Service and DMA points of contact will be able to fill out this form online. There are numerous benefits to using an online form, including better data validation and direct information input or transfer into the database.

Service and DMA points of contact will receive a user name, a password and the URL of the application where the online form resides. After logging in, POCs or authorized users representing them can view, edit or create new contestant entries. POCs will be limited to one submission per category.

The form has four sections:

- **Contest information** – Information about the contest entry such as the category, entry type and title, and organization.
- **Primary Contributor** – Service, rank, email and personal mailing address information of the primary contributor. The Primary Contributor section is required.
- **Significant Contributor** – If the entry type is **Individual**, the Significant Contributor section will not be available. When the entry type is Unit, up to five significant contributors can be added to the entry.
- **Contest Files and Files Already Submitted** – This section allows Service/DMA points of contact (or authorized representatives) to upload contest entry files and view the list of files already uploaded with an option to delete an uploaded file. **This section is where the PDFs and media files are uploaded for Journalism or Broadcast categories along with any additional text files necessary to provide information as required by some categories.**

Figure 1 on Page 2 is a screen shot of the entry form with some sample data input for illustrative purposes.

Figure 2 is a screen shot of just the **Contest Information** section on the form. This is followed by a list of the entry fields and validation rules.

Figure 3 is a screen shot of the **Primary Contributor** section on the form. This is followed by a list of the entry fields and validation rules.

Figure 4 is a screen shot of the **Significant Contributor** section on the form. This is followed by a list of the entry fields and validation rules.

Figure 5 is a screen shot of the **Contest Files and Files Already submitted** section of the form. This is followed by a list of the entry fields and validation rules.

**DEPARTMENT OF DEFENCE
THOMAS JEFFERSON AWARDS PROGRAM
2012 Official Entry Form**

Point Of Contact: SSG Nick Fury

Service: USA Service Competition: MG Keith L. Ware Awards

Contest Information:

Medium: B Broadcast

Category: (F) Radio Newscast Entry Type: Unit

Entry Title: History of the Howling Commandos

Location: Heidelberg, Ge Air/Publication Date Month: 1 Year: 2012

Organization: AFN Heidelberg

Organization Address1: Unit 29405 Email: NicholasJosephFury@Shield.mil

Address Line2: City: Heidelberg

Country: Germany State: APO AE

Zip: 09086

Primary Contributor:

Last Name: Rogers First: Steve Middle:

Gender: Male Email: CaptainAmerica@gmail.com

Service: Army Rank: CPT

Address line1: 135 W. 50th Street Address line2: Apt 8

City/Base/Post/Ship: New York State: New York

Country: United States Zip: 12311

Number of significant contributors: 2

Significant Contributor:

Last Name: Stark First: Tony Middle:

Gender: Male Email: TonyStark@hotmail.com

Service: Army Rank: Mr.

Address line1: Stark Enterprises Address line2: 21 Stark industrial Lane

City/Base/Post/Ship: Long Island State: New York

Country: United States Zip: 11311 Delete

Significant Contributor:

Last Name: Richards First: Susan Middle: (Storm)

Gender: Female Email: SueStorm@yahoo.com

Service: Army Rank: Mrs.

Address line1: 528 Moore Ave Address line2:

City/Base/Post/Ship: Shelbyville State: Indiana

Country: United States Zip: 22311 Delete

Contestant Files:

Select File to send:
C:\WorldWorl\HowlingCommandoHistoryPart3.MP3 Browse...

Enter a short description for the file:
Part 3 of audio interviews with survivors of the Howling Commandos

Submit

Files Already submitted:

File Name	File Description	Options
HowlingCommandoHistoryPart2.MP3	Part 2 of audio interviews with survivors of the Howling Commandos	Delete
HowlingCommandoHistoryPart1.MP3	Part 1 of audio interviews with survivors of the Howling Commandos	Delete

Figure 1

Contest Information

Point Of Contact: SSG Nick Fury

Service: USA Service Competition: MG Keith L. Ware Awards

Contest Information:

Medium: B Broadcast

Category: (F) Radio Newscast Entry Type: Unit

Entry Title: History of the Howling Commandos

Location: Heidelberg, Ge Air/Publication Date Month: 1 Year: 2012

Organization: AFN Heidelberg

Organization Address1: Unit 29405 Email: NicholasJosephFury@Shield.mil

Address Line2: City: Heidelberg

Country: Germany State: APO AE

Zip: 09086

Figure 2

The information for **Point of Contact**, **Service** and **Service Competition** that precedes the Contest section is non-editable information; the system gets this data from the logon credentials.

Field Information:

Medium: This is a drop-down with only two selections: **J** or **B**. J = Journalism and B = Broadcast. Required.

Category: This is a drop-down displaying the contest's category titles. If the Medium is J, then the categories that will be listed will be Journalism categories. If the Medium is B, then the categories that will be listed will be Broadcast categories. Required.

Entry Type: This information is non-editable. Depending on the category selected, the entry type will be filled in as **Unit** or **Individual**.

Entry Title: The title for the contest entry. Maximum characters = 125. Required.

Location: If the Medium is Broadcast, this field appears and is mandatory. If the Medium is Journalism, this field will not appear.

Air/Publication Date: This is the **month** and **year** the entry first aired (for a Broadcast entry) or was published (for Journalism entry). **Month** is a drop-down field accepting values between 1 and 12. **Year** is a non-editable text box that is filled in with the current contest year.

***Organization:** Maximum characters = 80. Required.

Organization Address1: Maximum characters= 50. Required.

Address Line2: Maximum characters = 50. Not required.

Email: Maximum characters = 50. Required.

City: Maximum characters = 50. Required.

Country: This is a drop-down list of countries.

State: This is a drop-down list of states. Required.

Zip: Maximum characters = 15. Required.

*** Organization Data entered is used verbatim on the winner's plaque**

Primary Contributor

Sample

Primary Contributor:

Last Name:	Rogers	First:	Steve	Middle:	
Gender:	Male ▾	Email	CaptainAmerica@gmail.com		
Service:	Army ▾	Rank:	CPT ▾		
Address line1	135 W. 50th Street		Address line2	Apt 8	
City/Base/Post/Ship	New York		State	New York ▾	
Country	United States ▾		Zip	12311	

Figure 3

Field Information:

***Last Name**: Maximum characters = 50. Required.

***First Name**: Maximum characters = 50. Required.

***Middle**: Maximum characters = 15. Not required.

Gender: This is a drop-down selection (Male or Female). Required.

Email: Maximum characters = 50. Required.

***Service**: This is a drop-down selection (Army, Air Force, Coast Guard, Marine Corps, Navy, DMA). Required.

***Rank**: This is a drop-down selection. The selections are dependent on the service selected or a courtesy title if civilian. Required.

Address line 1: Maximum characters = 50. Used for mailing purposes. Required.

Address line 2: Maximum characters = 50. Used for mailing purposes. Not required.

City/Base/Post/Ship: Maximum characters = 50. Used for mailing purposes. Required.

State: This is a drop-down list of states. Used for mailing purposes. Required.

Country: This is a drop-down list of countries. Used for mailing purposes. Required.

Zip: Maximum characters = 15. Used for mailing purposes. Required.

* **Data entered is used verbatim on winner's plaque**

Significant Contributor

Number of significant contributors: 2 ▾

Significant Contributor: *Sample*

Last Name:	Stark	First:	Tony	Middle:	
Gender:	Male ▾	Email:	TonyStark@hotmail.com		
Service:	Army ▾	Rank:	Mr. ▾		
Address line1	Stark Enterprises		Address line2	21 Stark industrial Lane	
City/Base/Post/Ship	Long Island		State	New York ▾	
Country	United States ▾		Zip	11311	
<input type="button" value="Delete"/>					

Significant Contributor:

Last Name:	Richards	First:	Susan	Middle:	(Storm)
Gender:	Female ▾	Email:	SueStorm@yahoo.com		
Service:	Army ▾	Rank:	Mrs. ▾		
Address line1	528 Moore Ave		Address line2		
City/Base/Post/Ship	Shelbyville		State	Indiana ▾	
Country	United States ▾		Zip	22311	
<input type="button" value="Delete"/>					

Figure 4

If the **Type of Award** = Individual (in the contest section) then the Significant Contributor section will not be available.

Field Information:

Number of significant contributors: This is a drop-down (0, 1, 2, 3, 4, 5). The number of Significant Contributor entries is determined by the number selected.

Delete Button: A delete button is connected to each contributor. When the contributor is deleted, the drop-down

Number of Significant Contributors number counter is decremented by one.

Fields associated with each Contributor are the same as the Primary Contributor.

***Last Name:** Maximum characters = 50. Required.

***First Name:** Maximum characters = 50. Required.

***Middle:** Maximum characters = 15. Not required.

Gender: This is a drop-down selection (Male or Female). Required.

Email: Maximum characters = 50. Required.

***Services:** This is a drop-down selection. (Army, Air Force, Coast Guard, Marine Corps, Navy, DMA). Required.

***Rank:** This is a drop-down selection. The selections are dependent on the service selected. Required.

Address line 1: Maximum characters = 50. Used for mailing purposes. Required.

Address line 2: Maximum characters = 50. Used for mailing purposes. Not required.

* **Data entered is used verbatim on winner's plaque**

City/Base/Post/Ship: Maximum characters = 50. Used for mailing purposes. Required.

State: This is a drop-down list of states. Used for mailing purposes. Required.

Country: This is a drop-down list of countries. Used for mailing purposes. Required.

Zip: Maximum characters = 15. Used for mailing purposes. Required.

Contest Files and Files Already Submitted

Contestant Files: Sample

Select File to send:
C:\WorldWorld\HowlingCommandoHistoryPart3.MP3

Enter a short description for the file:
Part 3 of audio interviews with survivors of the Howling Commandos

Files Already submitted:

File Name	File Description	Options
HowlingCommandoHistoryPart2.MP3	Part 2 of audio interviews with survivors of the Howling Commandos	<input type="button" value="Delete"/>
HowlingCommandoHistoryPart1.MP3	Part 1 of audio interviews with survivors of the Howling Commandos	<input type="button" value="Delete"/>

Figure 5

Field Information:

Contest Files:

Select File to send: Is a non-editable text box. It gets filled in when the Browse Button is used.

Browse Button: This button allows users to select a file from their computer for file uploading.

Enter a short description for the file: This is a text field. Maximum characters = 100. It is a required entry for the Submit Button to be used.

Submit Button: This button uploads the selected file and description. If the destination already has a file with the same name, the upload will not succeed.

Field Information:

Files already submitted:

Table:

Headers: File Name, File Description, Options

Rows: Displays information about contest files that have been previously uploaded to the server.

File Name: Name of the file that was uploaded. Non-editable

File Description: The description of the file. Editable. Required.

Options: The Delete Button will delete the file stored on the server.